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TWICE UPON A TIME – FRISCO'S SECOND ANNUAL STORYTELLING FESTIVAL

(August 24, 2005) Some of the country's most talented professional storytellers will return to Frisco Sept. 16-17 to ply their craft at the Second Annual Frisco Storytelling Festival.

Produced by The Frisco Public Library Foundation, the unique two-day fund-raising event will be staged at Frisco Commons, the city's premier park at 8000 McKinney Road. Friday events begin at 8 p.m. and Saturday events begin at 10 a.m. with the last concert scheduled to start at 8 p.m. Ticket prices range from \$5 to \$30.

Best described as "One Person Theater," oral storytelling is as old as language itself, evolving over thousands of years. It's an ancient human art form that's experiencing a new boom in popularity.

Frisco Library Director Ron Heezen says that "storytelling is crucial as a pre-literacy exercise that's vital to the community and to us as human beings. I really think this festival could very well be the great event Frisco will ever offer its citizens."

People who've never experienced story telling have a certain image of what it will be like," said Frisco Mayor Mike Simpson. "Then they're surprised by what really happens. These professional story tellers can captivate and hold your attention.

"There's something for everyone – kids, teens, mom, dad, grandma and gramps – from the serious story with a message to absolute belly-busting humor."

More than 5,000 people attended the inaugural festival last year, from five stages, with more than half from outside of Frisco. Festival organizers say that the attendance will likely top the 7,000 mark, this year.

"Despite last year's rain-filled days, we had a huge turnout," said Simpson. "And the atmosphere was just fantastic. I think this year's festival will be even better."

Held outdoors, each concert is staged under 10 canopies to protect the artists and the audience from inclement weather. Chairs are provided in an open-seating arrangement.

The six featured storytellers are expert practitioners of one of the oldest known art forms – oral storytelling. And each has their special province, from ancient Chinese folk tales, to childhood escapades, to the tallest of tales and most fantastic of fantasies. One of last year's attendees was overheard saying that it was, "like having Bill Cosby, Garrison Keillor, and Nicholas Sparks, all on the same stage at once."

In addition to Saturday daytime performances by the featured tellers, Frisco's own student story tellers will perform Saturday. These 12 students have gone through rigorous evaluation, auditions and preparation.

"I would strongly encourage all of our citizens to turn out for this event," Simpson said. "I'm sure everyone will enjoy it. And I think it will become something we'll all look forward to every year."

For further information, call the festival organizers at 972-335-5510, or visit the Festival's web site at: www.friscofest.org.

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